

Advanced Recruiting



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Agenda

- MSIX for Recruiters
- Recruiting Strategies
- Best Practices
- Advanced Scenarios

MSIX for Recruiters

What is MSIX?

- Migrant Student Information Exchange (MSIX) is a web-based portal that links states' migrant student record databases to facilitate the national exchange of migrant students' educational among the states

Where does the data for MSIX come from?

- The data in MSIX comes from local migrant programs and school districts.

Important reason to get the information correct on your COE's

Double check the correct spelling of names and the date of birth

How can MSIX help me as a recruiter?

- Establishing history
- Finding out if family has prior move
- Looking at a pattern of a family
- Looking for OSY to see if they have previously been recruited
- Figure out who is the real receiving state
- See if the student has bounced around in other local districts

How do I get access?

Go to msix.ed.gov and click on “trainer’s corner”



Complete the online training for “**MSIX Secondary User**”



Print the certificate at the end when you have received an 80% or higher and
Print the “User Access Form” found at the bottom of the Online Training



Send both a copy of the certificate and the completed User Access form to:
Michelle Williams
WilliamsM48@michigan.gov



State MEP Coordinator will submit information to MSIX and user name and password will be sent from MSIX via email

Contact Michelle to *reset your password too!*

Check out the MSIX session Tuesday!

Recruitment Strategies

Information Sources:

- MDARD camp list
- MRC meetings
- Service Providers (Health, Telemon, Head-Start)
- Churches
- Migrant Qualifying Activities book
- Crew Leaders / POC
- Farming Suppliers
- Fire, Police, Postal/Shipping
- Word of mouth
- Ongoing contact is the key

Marketing Your Program

Flyers

- Wal-Mart
- Laundromats
- Service Providers (DHS, InterCare, etc)
- Growers / Grower Groups
- Migrant Housing
- Neighboring Districts
- Chamber of Commerce
- Farm Bureau Offices/Publications

Grower Associations

- Attend meetings
- Get info in mailers
- Sell grower benefits of your program:
 - Language support
 - Education of future workforce
 - Children out of fields
 - Help provide for basic needs
 - Reduce attrition
 - Refer workers
 - Cultural expertise
 - Training opportunities

Hispanic Radio/ Press

Media Resources in Michigan

Hispanic Newspapers and Magazines

Latino Detroit
Elias M. Gutierrez, Publisher
6301 Michigan Ave.
Detroit 48210
Phone: 313/361-3000
Fax: 313/361-3001
president@latinodetroit.com
www.LatinoDetroit.com

El Central Hispanic News
Dolores Sanchez, Editor
4124 W. Vernor
Detroit 48209-2145
Phone: 313/841-0100
Fax: 313/841-0155
elcentrall@aol.com

El Vocero Hispano
Andres Abreu, Editor
2818 Vineland Ave SE
Grand Rapids 49508
Phone: 616/246-6023
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www.elvoceronmi.com

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Grand Rapids 49512
Phone: 616/977-0658
Fax: 616/588-6387
press@lazocultural.com
www.lazocultural.com

La Voz
1066 Grandville Ave. S.W.
Grand Rapids 49503
Phone: 616/243-9090
driflores@ameritech.net
www.lavozweb.com

Nuestro Detroit
Maria Hayes, Editor
1938 Campbell Street
Detroit 48209
Phone: 313/297-4227
www.nuestrodetroit.com

New/Nueva Opinion
P.O. Box 2316
Battle Creek 49016
Phone: 269/216-9964
newopinionnews@yahoo.com
<http://newopinionnews.webs.com/>

English Newspapers

Ann Arbor.com
301 E. Liberty St., Suite 700
Ann Arbor 48104
Phone: 734/623-2500
Fax: 734/222-0298
news@annarbor.com
www.mlive.com/aa/news/

Battle Creek Enquirer
77 E. Michigan Ave., Suite 101
Battle Creek 49017
Phone: 269/966-0672
egreene@battlecreekenquirer.com
www.battlecreekenquirer.com

Bay City Times
311 Fifth St.
Bay City 48708-5853
Phone: 989/895-8551
kfrick@mlive.com
www.mlive.com/bctimes/

Daily Telegram
133. N. Winter
Adrian 49221
Phone: 517/265-5111
Fax: 517/263-4152
editor@lenconnect.com
www.lenconnect.com

Detroit Free Press
615 W. Lafayette St.
Detroit 48226
Phone: 313/222-6400
Fax: 313/222-5981
localnews@freepress.com
www.freep.com

The Detroit News
615 W. Lafayette
Detroit 48226
Phone: 313/222-2300
Fax: 313-222-2335
metro@detnews.com
www.detnews.com

Flint Journal
200 E. First St.
Flint 48502
Phone: 810/766-6100
Fax: 810/767-7518
flnews@mlive.com
www.flintjournal.com

Grand Rapids Press
155 Michigan, N.W.
Grand Rapids 49503
Phone: 616/222-5233
Fax: 616/222-5206
jhoogland@mlive.com
www.grpress.com

Herald-Palladium
3450 Hollywood Road
St. Joseph 49085
Phone: 269/249-2400
Fax: 269/429-4398
sjewell@theh-p.com
www.herald-palladium.com

Introduction Letters and Communications

- Evoke emotion
- Show tangible benefits to intended audience
- Praise growers and migrant friendly businesses
- Audience Specific
 - Agencies are interested in helping people and numbers (for funding)
 - Growers are interested in protecting and growing their business
 - Families are interested in providing a good life for their children and finding opportunities

Newsletters

- Tell success stories:
 - Be careful with student data (get a release)
- Programming dates
- Cultural info
- Other info helpful to audience:
 - Partnership opportunities
 - Community events
 - Crop reports
 - Current events and implications

Cluster Recruiting

- Group trips by geographic areas
- Plan on visiting all camps, agencies, contacts, farms in an area to save mileage.
- Recruiters can stop along their route when they see any potential new farm or source of information.
 - Vary your routes often to maximize exposure.

Best Practices

The Interview:

- Start off with a casual chat
 - Hello, how are things going? How are you doing? Keep the conversation light but listen carefully.
- Then go to your purpose of the visit. If the parents are a little hesitant make sure that you explain the program and how it will benefit the student. This is where it is going to be VERY important to know your program and the programs that it offers.

Best Practices, Continued

The Interview:

Getting a good history:

- A qualifying move can take place anytime in the last 3 years and even may not have happened in Michigan.
- Ask questions about who child has lived/moved with and their employment types over the last 3 years. Don't be so quick to assume they don't qualify.
- Get potential students name/dob and check MSIX for past enrollments.

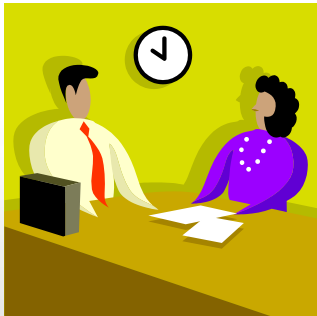
(note: if more than 12 months, contact Michelle Williams for guidance)

Best Practices, Continued

The Interview:

Asking for referrals from workers

- After the COE or at end of visit
- Local and Statewide referrals
- Every contact is important
- Offer help to everyone even if they do not qualify or have children



Best Practices, Continued

The Interview:

- It is **OK** if the parent does not want to sign up.
 - Thank the parent for their time, give them your business card and let them know that they can call you at any time and that we will keep in touch.
- Some solo workers (including OSY) will not want to fill out the COE.
 - You might want to invite them to tour the facilities or to a special program that you are holding (Consul Movil, Fiesta) then see if they are more receptive to the idea.
 - Boast your partnerships and offer your assistance with future needs.
 - Explain the “nationwide” nature of MEP

Best Practices, Continued:

The Interview:

I already enrolled them in Head Start. . .

- **Response:** It's ok to have them enrolled in both. You can enroll them with us until they get accepted into the Head Start program. Then once they get accepted you can just stop sending them with us.
- The head start program takes a few days to accept students because they are restricted as to how many students can attend their program at one time.
 - Other common objections???

Networking

- Networking
 - The more your program is able to network, the more efficient and productive your program will be. Let's not duplicate services!! Let's make sure our eligible migrant children get counted by all the agencies!
 - Others outside your program will also benefit from the collaboration
 - Over time, networking will make your job easier



Networking

- Networking with growers:
 - Send them a letter with the recruiters picture and an overview of the program such as dates that the program will start and end, business hours , and age requirements.
 - Ask questions about how the farm is doing, issues the grower may be facing, or anything that may impact the business.
 - Be sympathetic, share resources when appropriate, and look for opportunities to be of assistance to the grower.
 - Give special attention to crew leaders

Networking

- Networking with growers:
 - Invite them to PAC meeting, Fiestas, and other events.
 - Hold events at the farm or camp.
 - Organize a growers breakfast.
 - Use MSU extension to build a relationship.
 - Don't be afraid to ask questions or for help.
 - **Remember that growers talk to each other!**

Networking

Networking with Service Providers

- Attend the local MRC meetings to get an idea of what each organization offers and requirements for that aide.
- Attend service provider events and take advantage of opportunities to help out.
- Periodically contact them for changes in services provided, eligibility, or staffing.

Networking

Networking with Service Providers:

- Ask for their flyers and handouts for distribution
- Alert each other for potential opportunities
 - Camp opening/closings
 - Create referral forms/systems
- Follow-up on referrals
 - Both yours and theirs
 - Encourage future collaboration

Networking

Networking with Service Providers

Examples:

- Telemon
- InterCare \ Health Services inc.
- Migrant Legal Aid \ FLS
- Food banks, Goodwill, etc.
- Religious organizations with outreach programs
- Adult education programs
- Head start programs

Interview

Interviewing families

- Primarily, the family relationship is established during the interview.
 - Be attentive to the parents questions and be prepared to answer questions.
 - Who's going to be the teacher?
 - What other programs are being offered. P.A.S.S, U of T Courses, FI Virtual, End of Course Exams (TX)?
 - Field Trips?
 - Bus Schedule (pick-up and drop-off times)?
 - Non-programmatic: DACA, employment issues, housing, etc.

Interview

Interviewing families

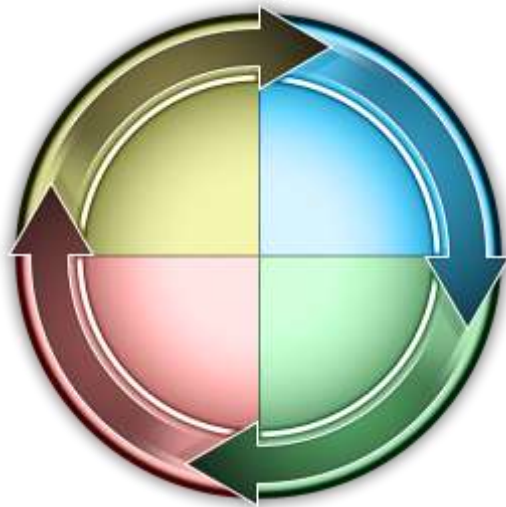
- Families appreciate giveaways
 - Farm worker legal services calendars
 - School supplies
 - Call for health / una voz para la salud
 - MRC Guides
 - Books (various sources including Mex. Consulate)
 - Food items (especially tortillas in remote areas)
 - Blankets
- Try not to go to someone's home empty handed if possible – get donations!
- Always look for other opportunities outside MiMEP for your families
 - Example: job shadowing through Boy Scout's "Explorer" program

Interview

Networking with families

- Have copy of your local MRC agency guide to give out to your parents.
 - Individual flyers are also helpful.
- Do not **promise** service or eligibility
- Maintain regular contact
 - Call lists
 - Assessing family needs
 - Provide contacts for transitioning families
- Opportunities for Parents \ Adults

Scenarios



Contact Information

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Franky Martinez, VBISD ID&R

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fmartinez@vbisd.org

To ensure statewide consistency, when emailing eligibility questions, please cc Michelle Williams –
WilliamsM48@michigan.gov